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## **Emotional Marketing to Attract Luxury Clientele**

### **Renée Sabo**

Owner + Lead Planner of Urban Soirée Podcast Host of The Confetti Hour @urban\_soiree | @theconfettihour



### What We'll Cover

- What is 'Emotional Marketing'?
- Why is it useful?
- How to take an emotional based marketing approach
- Things to avoid
- How it can work with your existing marketing plan





## What is Emotional Marketing?

Marketing that...

 tugs at the heartstrings
feels meaningful and helps others relate
speaks to the client's emotions





## The Approach

- Personal Storytelling
- Expertise and Value
- Confidence
- Human Connection

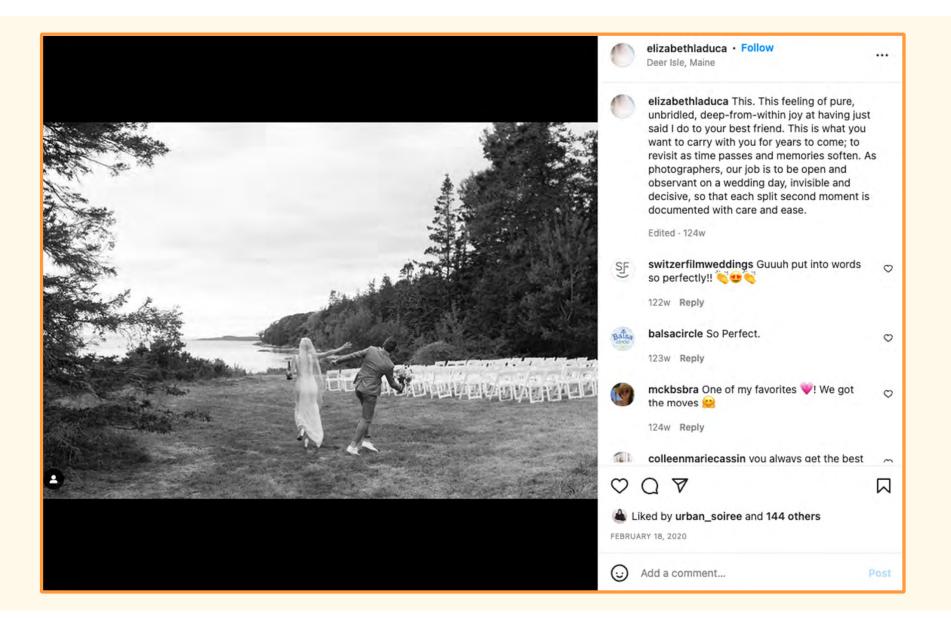


## **Personal Storytelling**

- Listen to your clients
- Take note throughout the planning process
- No detail is too small!









Iynnereznickphoto · Following Commander's Mansion

#### lynnereznickphoto Emily & Andy 🕂

Timeless romance captured in a soft kiss, a tender embrace, an ephemeral moment.

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Post

What does your love feel like?

When you look back at your wedding photos I hope you're transported right back into the feelings of love and joy and romance that you felt on your day. If I can honor the essence of those emotions & the profound beauty of your unique love - in both portraiture and candid moments - I know I've done my job well.

Venue: @commanders.mansion Event Planning: @belleterreevents Videography: @jonnyhavens Catering/Bar: @ForkliftCatering Cake:@DessertWorksBakery HMU: @charlottephinney\_ Florist: @yourpoppyflowers Entertainment: @MurrayHillTalent





19 HOURS AGO

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### What Not To Do



Boston Seaport engagement shoot. #bostonbride #bostonweddingphotographer #bostonphotography #bostonphotographer #bostonweddingphotographer #bostonphotography #bostonphotographer #bostonphotography #bostonphotographer #bostonweddingvenue #bostonbrides #bostonweddingphotography #theknot #newenglandbride #bostonpublicgarden #bostonpublicgardens

Edited · 49w

## **Showcase Expertise & Value**



### MARCY BUM EVENS

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### Parties That Guests Will Talk About for Years To Come

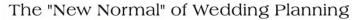
Our parties are beautiful, but that's just the beginning.

We bring 35 years of experience to planning events that are tailor-made for each host and their guest list.

Our events have been described as fun, unique, elegant, and always innovative.









Congratulations, lowlies...we are more than halfway through what just might feel like the longest year ever. But over these part for months, the vendors and couples alike have been rapidly adapting, creating a "new normal" in welding planning. While many couples are choosing to move forward with getting matried this year in intimate elopements and tear-life dimero-weldings, others wait spatically for the day when they can celebrate at the big bash they had been so lovingly envisioning and planning. Neither approach is right or wrong – they're both wonderful options

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dan seden ideal

### What Really Goes Into a Wedding Budget!

Congratultions, you're engogell humediaethy follwing the flarry of congratultions and requests to see the ring will come the parents. When the big day?! With all of the adventione and eccurement, you probably want to drive rights into the planning protoco, get to the cake startings, and say yee to your deraw diese, and yee, wedding plannings is storilly as for air terms. The before, you dive head first time pressing working helps, creating Photreset inpo bands, and ripping our pages from your favorite magazine, you'll need to answer one, less glamorous but cretical, question first. "Which your working badget?"

Why is this important? Well, we want you to go into the planning process excited and prepared, which means not falling in love with options that blow your budget.

By knowing your budget up front, you can start honting in on your values and allows you to create the wedding of your dreams, while also leaving you feeling comfortable financially!

An important part of accompliciting this is avoiding getting your heart we on anything unrealistic. The budget really becomes your guiding light when showing everything – from the location to the type of wedding planning service to the number of guests you nexter and beyond? – as you go through the presents.

Your bulger can actually be your beet friend in the planning present. It will belp you arrow down your options, define your prioritoria, on greenen decision freizoe (there are so many options). On planning the toral standary your canformable opendage, and enter your bulger down incorresports, following the suggested presentage below. That mights small ariserbelining, but don't wary - will will you through the present.

Got your total number in mind? Great! Next, we'll take a look at market segments and what that means for you...

#### Market Segments

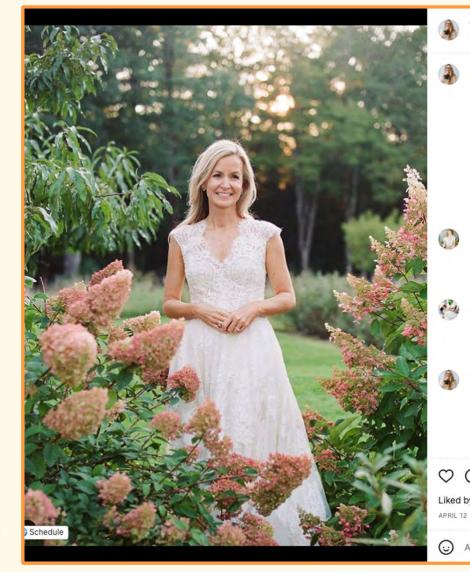
sail shart liberry servers

There are different marker segments, and different vendors specialize in each segment. These marker iters are not the same for every location – and what makes up these makers in largely related to domand, experience, and overall budget of weldings they service. We'll talk more about classication is a bit. The marker spectrum follow consonical, serverge, high end, havery, nod bits theousy. Wold logs in New England typically start around stack for a committal welding and go upwords of toos-pool for an altera larget welding. There is a LOT of confusion on markers and its relation is a compute planning so we find that can often add to the areas of forming a budget. Out how recommendations for combaring this is to first determine your realistic leadget then find a vendor who specializer in that segment. You do that by asking the vendor about their pytical welding client looks. This and they were with?

sudget Variable

A wolding budget is loaded with variables because your plans and vision evolve over time throughout the process! Let's look at some of the biggest variables that affret how much a wedding costs.

GUESS COUNT



theshannongrant • Follow Lenox, MA - Berkshires

theshannongrant It's my job to find pockets of magic on a wedding day and invite my clients in when the perfect moment arrives 🛞

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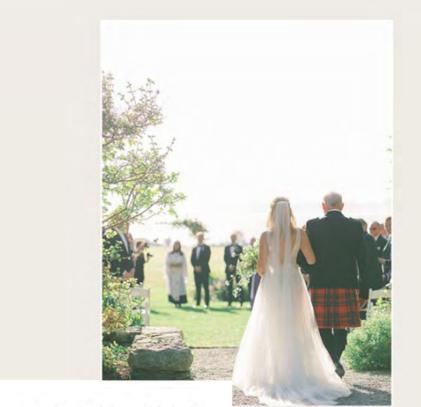
Gone are the days of rigid timelines with hours of portraits scheduled in like back-to-back doctors appointments you're dreading.

Instead pad your timeline with room to breathe, to savor, to be inspired. Take a stroll with me in the gardens at sunset. Enjoy every moment on a day that goes too quickly.

12w

danacubbageweddings Yes yes yes! O 12w Reply — View replies (1) jessiewymanphotos Well this is absolutely stunning 🙂 O 12w Reply ---- View replies (1) theshannongrant.  $\heartsuit$ vtwedding #nhwedding #newenglandliving . .. O O A Liked by kristinsautter and others Add a comment... Post





#### STEPHANIE VEGLIANTE NEW ENGLAND, NEW YORK & WORLDWIDE

WHAT TO EXPECT: Stephanie promises to be a consummate professional from the start of your wedding process. She will provide an enjoyable and comfortable atmosphere for you and your guests and be ready and willing to help in any way possible to ensure that your dream wedding becomes a reality. Your wedding images will emulate the beauty and happiness you feel on your wedding day to withstand the test of time.

Stephanie is a seasoned world traveler who's always looking for opportunities to photograph in new places. She's photographed elopements in Ireland, weddings in Paris, creatives in Greece, and artists in Hong Kong, amongst numerous locations around America, and is ready and willing to expand her travels to capture your celebration.

> WEDDING OFFERINGS ARE CUSTOMIZED FOR EACH CELEBRATION

Having started her business as a family and childrens' photographer, Stephanie also specializes in lifestyle portraiture. By bringing her authentic aesthetic to her family and newborn sessions, she's able to offer the same timeless imagery for all of life's biggest events.

## Lead with Confidence, Not Ego



Hordan &



BACHELOR



VOGUE FORTUNE

The Jordan Kahn Music Company has become the fastest rising entertainment company in the world, establishing itself as the new standard in luxury entertainment for every kind of celebration.

As described in his multiple features in Vogue Magazine, Fortune Magazine and People Magazine, Jordan Kahn's bands have performed for President George W. Bush and the First Family, "The Bachelor in Paradise" stars Jared Haibon and Ashley Iaconetti, Ben and Jessica's "The Bachelor" wedding, Jerry Jones, Mark Cuban, and the founder of Yelp, Jeremy Stoppelman.



#### THE HEART BEHIND URBAN SOIRÉE

With more than a decade of experience in the event industry, Renée Sabo knows exactly what it takes to design the wedding day you've always envisioned. In fact, her love affair with weddings began back during her high school years. Early on, she discovered her passion for weddings went much further than pretty flowers and dreamy dresses. She realized the joy of wedding planning was the opportunity to build meaningful relationships with her clients and their families, who always become dear friends along the way.

Named Best of Boston® 2020 Wedding Planner by Boston Magazine





LEARN MORE ABOUT URBAN SOIREE -+



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davisrow Story time. U&D came to us with a venue and a dream, roughly 2 1/2 months before their wedding. After an initial walkthrough to get the wheels turning, we completely reimagined the venue's standard approach. "What if we...?" is one of my favorite questions, and getting everyone on board for this "what if" paid off big time. Vision to heart-swelling reality, with the hard work of @angelsalazardesign, @madmuseum, @park\_blvd — and the trust of U&D. Swipe for the full dramatic effect.

[photography @justinjunleeweddings · film @heylovebrain · planning & design @davisrow · venue & catering @madmuseum @robertrestaurant @arkeventsnyc · floral design @angelsalazardesign · paper & signage @nkdesign.house · entertainment @jarrellentertainment @djusaevents @ajnadance · a/v @park\_blvd · rentals @partyrentalltd · hair & makeup @willowhouse.beauty · transportation @legendslimonyc @empirecls · accommodations @jcroomblocks]

#davisrow #davisrowweddings #nycweddingplanner #dcweddingplanner #charlotteweddingplanner #atlantaweddingplanner #southeastweddingplanner #nycbride #modernwedding #weddingdesign

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Liked by nkdesign.house and others

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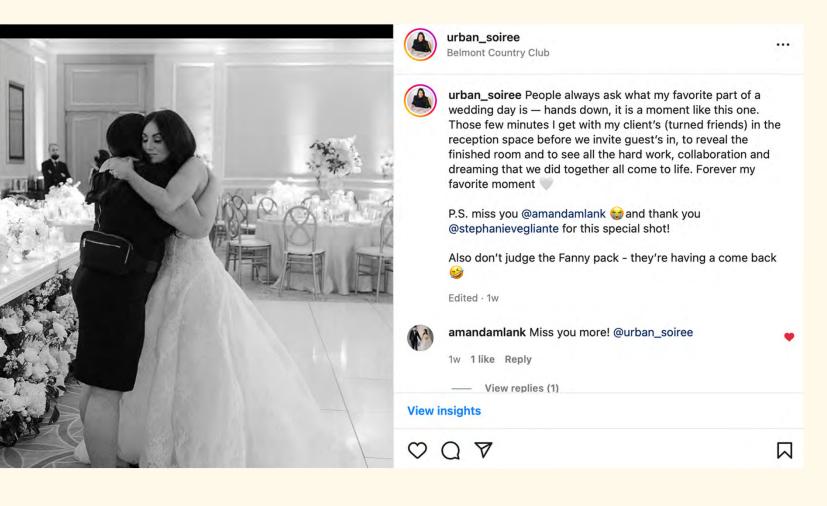
## What Not To Do



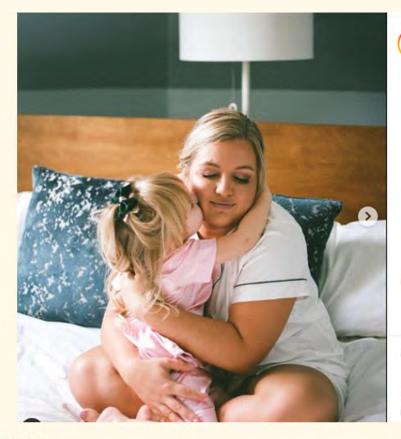


## Don't Underestimate the Power of Human Connection









BAM

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**bameventsbos** I've been so lucky this season to share so many special days with special people, from high school friends, industry colleagues and new clients who have become friends and family.

Feeling grateful for the upcoming break to go away twice in one month and looking forward to some extra sunshine in the off season.

These amazing pictures from @rachelhalseyphotography melt my heart and eye swell up instantly thinking of the amazing day Linda, Alex and Baby Lady had. These sweet moments caught on camera are my favs.

Edited · 35w

maddenmadeevents You're such a badass planner, friend, mentor. You deserve all the sunshine this off season 💗

35w 2 likes Reply

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NOVEMBER 4, 2021









urban\_soiree Urban Soirée - 2021 Year in Review

14 weddings. thousands of hours of work. countless hurdles. but it was truly all worth it for these smiles.

It's no secret that this year has pushed us over our limits. I experienced more challenges, tears, anxiety, stress & maskne than ever before. However my team and I are coming out of it on the other side, still standing strong, with so much gratitude and motivation.

2021 gave us memories to last a lifetime with the most wonderful clients turned friends. It showed us we're stronger than we think and that we can get through even the most challenging of obstacles if we work together.

To my team, thank you so much for your perseverance and hard work. You ruthlessly took on this year and proved that even a global pandemic can't keep us from doing what we do best. We conquered more than double the amount of weddings than we'd usually take on — combined as pros, probably triple the amount. I'm in awe of each of you and feel so lucky to have you by my side. Thank you for being my rock

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#### Liked by codykurtzphoto and 284 others

DECEMBER 30, 2021

Add a comment...

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## Things to Avoid

- Oversharing personal details
- Confidentiality
- Publication Process



## **Oversharing Personal Details** & Confidentiality

- Discuss Confidentiality and Privacy Terms during booking
- Understand What is Appropriate to Share
- Keep personal details private unless approved by the client
  - Example: full names, client address, personal items



## **Publication Process**

- Prior to sharing photos online: Ask your client or the planner if the client is planning to submit to publications
  - $\circ\,$  If so, what does the timeframe look like?
  - Is the vendor team allowed to share sneak peeks or behind the scenes on social media?
  - Do NOT be the reason their wedding doesn't get published



## **Next Steps**



- Begin an organized system for taking notes throughout the planning process with your clients.
- Audit your website copy to see if it evoking a story with feelings that will grab your potential clients.
- Update or create a press page or area on your website.
- Review your social media captions and come up with a plan on showcasing your expertise and human connection at least once a week in your posts.





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